

Message Text

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ACTION EUR-06

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FM AMEMBASSY BUCHAREST

TO USDOC WASHDC PRIORITY

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FOR BEWT FOR MATHES/OIM FOR COSIMI THOMAS FROM KIRCHSCHLAGER

EO 11652: N/A

TAGS: BEXP RO

SUBJECT: USATECH 74 BUCHAREST - EXCOM REPORT NO. 1

WEEK ENDING AUGUST 17TH

1. WE HAVE NOW STARTED OUR REGULAR SERIES OF EXCOM MEETINGS WHICH ARE SCHEDULED WEEKLY FOR EACH THURSDAY MORNING AT 9 A.M. TODAY'S MEETING INCLUDED ADCM - A.D. BRAMANTE, P.A.O. - AURELIUS FERNANDEZ AND DIRECTOR U.S. EXHIBITION - H.L. KIRCHSCHLAGER.

2. CONSTRUCTION CONTRACT -- THIS WILL BE SENT TO INTERPUBLIC FOR SIGNATURE ON AUGUST 21ST.

3. FREIGHT FORWARDING -- TELEX TO SCHENKER-DUESSELDORF REQUESTING THEIR GUARANTEE ON TRANSPORT AND FORWARDING CHARGES (OUTBOUND) HAS BEEN SENT AND WE ARE NOW AWAITING THEIR REPLY. A DETAILED LETTER HAS BEEN SENT AS WELL TO ROMTRANS, MR. CONSTANTINESCU DAN, HEAD OF FAIR DEPARTMENT, COVERING THE BASIC "GROUND RULES" ON WHICH WE WISH TO OPERATE. THIS HAS BEEN COPIED TO SCHENKER.

4. FAIR AUTHORITIES -- WE ARE WORKING WITH THE FAIR AUTHORITIES ON SEVERAL MATTERS, INCLUDING THE INTERPRETERS, STAFF WHILE OPERATING IN THE FAIRGROUNDS BEFORE AND DURING THE EVENT. EVERYTHING IS IN A STATE OF CONFUSION, WHAT WITH A GENERAL ROMANIAN FAIR IN PROGRESS "30 YEARS ECONOMIC GROWTH"; AND A WORLD DEMOGRAPHIC CONFERENCE IN PROGRESS. THEREST OF UNCLASSIFIED

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AUGUST IS COMPLETELY OBSCURED BY THESE EVENTS, AND EVERY

FACILITY OF THE FAIR, THE HOTELS, ETC. ARE STRETCHED TO THE LIMIT.

5. OFFICE SPACE -- THROUGH THE KIND INTERCEDENCE OF DON BRAMANTE AND AURELIUS FERNANDEZ, IT APPEARS POSSIBLE THAT WE MAY FIND A "NICHE" FOR MISS FRANZINI AT THE AMERICAN LIBRARY. AT LEAST SHE WILL BE ABLE TO WORK WITH SOME DEGREE OF QUIET AND PRIVACY, AND WE WILL USE HER FILE CABINET AS A REPOSITORY FOR OUR CURRENT RECORDS. WE WILL STILL BE WORKING AT THREE DIFFERENT LOCATIONS, BUT THERE IS NO FURTHER HOPE FOR IMPROVEMENT UNTIL WE MOVE TO THE FAIRGROUNDS.

6. PRINTING PACKAGE -- EVERYTHING IS IN THE HANDS OF THE PRINTER BECVAR, AND THE PROBLEM NOW, AFTER EVERYONE HAS "BROKEN THEIR BACKS" TO GET THE COPY READY AND PRINTED, IS HAVING THE MATERIALS SHIPPED OUT HERE. PRESUMABLY THE FIRST PORTION OF THE PRINTED MATERIALS WAS ON AN AUSTRIAN AIRLINES FLIGHT WHICH ARRIVED MONDAY AFTERNOON, 12 AUGUST, A FLIGHT OF ONE AND A HALF HOURS. NOW WE ARE AT THE 15TH WITH NO TRACE OF THE SHIPMENT AND AN URGENT NEED FOR THE CONTENTS. THIS SAME EXPERIENCE SEEMS TO HAVE BEEN REPEATED IN BRNO WHICH DOESN'T SOLVE THE PROBLEM, BUT ONLY FURTHER EMPHASIZES IT. I HAVE TELEXED EWTC-VIENNA THAT THE FLYER MUST BE AIR-POUCHED THROUGH THE AMEMBASSY-VIENNA SINCE THE PRINTER NOW IS OVER-LOADED, AND HAS GIVEN ME A LATE DATE ON HIS COMPLETION TO START WITH. A DELAY IN TRANSPORT WOULD BE ADDITIONALLY COSTLY.

7. STAFF -- EVERYONE WHO CAN CONTRIBUTE HAS TRIED, BUT THE RESULTS ARE STILL MOST UNSATISFACTORY. WE HAVE CRISTIAN POPESCU WHO SERVES AS MY TRANSLATOR, ASSISTANT AND "RIGHT ARM" -- HE IS EXCELLENT. BUT WE ARE RELYING ON THE SERVICES OF A DEPENDENT WIFE, WHOSE TERM OF AVAILABILITY IS LIMITED. FOR THE LABELS WE SEND WORK OUT AT NIGHT WITH THE USIA SECRETARY, AND FOR OTHER ROMANIAN TYPING, WE SEND WORK OUT AT NIGHT TO A HOUSEWIFE. AGAIN, THE PRESSURE OF THE OTHER EVENTS IN BUCHAREST HAS ABSORBED EVERYONE AVAILABLE. THEN, OF COURSE, THE PEOPLE WE HIRE BEFORE THE SHOW CANNOT BE USED ONCE WE MOVE TO THE FAIRGROUNDS SINCE WE CAN THEN ONLY USE PEOPLE THEY HIRE FOR US. MANAGING AND BALANCING WORK FOR THIS COMPLEX IS TIME-CONSUMING AND MOST UNSATISFACTORY. IF YOU ARE NOT GETTING REPORTS AND

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ANSWERS WITH NORMAL RAPIDITY -- WE ARE DOING OUR ABSOLUTE BEST.

8. HOSPITALITY SCHEDULE -- THIS WAS SUBMITTED TODAY FOR APPROVAL. THE FUNDS AND AVAILABILITY OF TURLY RELEVANT PEOPLE RESULTS IN CERTAIN CONSTRUCTIONS IN OUR PROGRAM, BUT WE WILL HAVE SOMETHING MEANINGFUL AND REPRESENTATIVE.

9. PRESS CONFERENCE AND MEDIA CAMPAIGN -- THIS IS BEING COOR-

DINATED WITH MR. FERNANDEZ WHO WORKED WITH TOM NESBIT ON THE FAIR TWO YEARS AGO. THE RESULT OF EFFORTS IN THIS AREA, AS REPORTED IN THE 1972 AND 1973 EVENTS IS NOT NORMALLY ENCOURAGING, BUT AGAIN WE SHALL DO THE MAXIMUM. THE ANNOUNCEMENT PRESS CONFERENCE IS SCHEDULED FOR SEPTEMBER 9 AT THE AMERICAN LIBRARY. THIS WILL BE FOLLOWED BY A WEEKLY MAILING OF TECHNICAL PRESS RELEASE, AND A PROPOSED INSERTION IN THE REVISTA ECONOMICA. THERE IS LITTLE TO SUGGEST THAT THIS GENERAL EFFORT WILL BE MORE REWARDING THEN IN PREVIOUSLY, BUT A FULL SCALE EFFORT WILL BE MADE. THESE TECHNIQUES SIMPLY DO NOT APPLY IN THIS TYPE OF ECONOMY, BUT THE INFORMATION AND MATERIALS WILL BE AVAILABLE TO THOSE ENTITLED WHO NORMALLY WOULD MAKE USE OF THEM.

10. KEY PROJECTS CALL -- THE DIRECTOR, U.S. EXHIBITION WILL BE BACK ON "THE STREET" STARTING AUGUST 16. HE WILL BE MAKING 3 OR 4 CALLS PER DAY ON THE MOST URGENT INITIAL CONTACTS, THIS HOPEFULLY TO CONTINUE UNTIL THE ARRIVAL OF DBR BELL.

11. FINANCES -- NO ATTEMPT HAS BEEN MADE TO DETERMINE WHAT FUNDS ARE AVAILABLE, AND AS YET MY STAFF HAS BEEN WORKING ON "GOOD FAITH". WITHOUT A BUDGET AND FISCAL OFFICER, IT HAS BEEN CONSIDERED BEST TO HOLD OFF ANY ACTIVITY IN THAT AREA UNTIL THE ARRIVAL OF FRANZINI. SOME OF THE PROCEDURES WILL BE A BIT UNUSUAL AND AS A MATTER OF EXPEDIENCY, IT IS BETTER THAT THE A.A. OBTAIN ALL SUCH DETAILS FIRSTHAND.

12. DONATIONS -- WE HAVE RECEIVED ASSURANCES FROM RANK XEROX, SEAGRAMS AND PEPSI COLA OF THEIR SUPPORT AND POSITIVE STEPS HAVE BEEN TAKEN TO "LUBRICATE" THE IMPORT PROCEDURES.

13. SUMMARY -- IT CAN NOW BE REPORTED THAT WE ARE ON SCHEDULE AS FAR AS THE TENTATIVE GUIDANCE LIST FOR THIS DATE.

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Disposition Authority: n/a
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